

**REMARKS**

Applicants respectfully submit the enclosed Supplemental Amendment to the Amendment previously submitted on July 10, 2008 in response to the January 10, 2008 Office Action. While Applicants respectfully sustain the Remarks previously submitted in the July 10, 2008 Amendment, in order to expedite the prosecution of the present Application, the pending claims have been amended as follows: Claims 1, 37 and 38 have been canceled; claims 2-12, 20 and 43-44 have been amended; claims 45-47 and 48-50 have been added as system and computer-readable media claims, respectively, corresponding to independent claims 2-4. Applicants reserve the right to pursue canceled claims 1, 37 and 38 in a continuation application.

Applicants respectfully submit that no new matter has been added. Support for claims 45-47 can be found in claims 2-4 and in Applicants' Specification at least on pg. 9, lines 13-17 and 20-21, pg. 17, line 21 - pg. 18, line 9, as well as Fig. 1, for example. Support for claims 48-50 can be found in claims 2-4 and in Applicants' Specification at least on pg. 9, lines 15-17 and in pg. 17, line 21 - pg. 18, line 9, for example.

Claims 2-12, 20 and 43-44 have been amended to correct the dependency of some of the claims, given the cancellation of claims 1 and 37-38, and in some instances, for consistency purposes, "NBBO range" or "NBBO" have been replaced with "NBBO price range". Applicants respectfully submit that this is a mere formal change and that no new matter has been added.

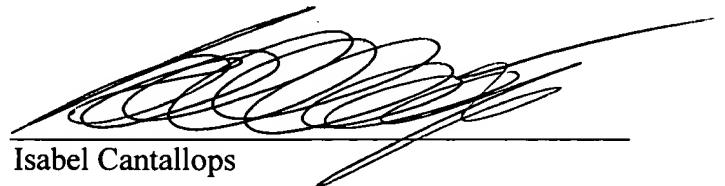
**CONCLUSION**

Claims 2-20 and 39-50 are now pending and believed to be in proper form for allowance. Applicants have made a diligent effort to place this application in better condition for immediate allowance and notice to this effect is earnestly solicited. The Examiner is respectfully requested to reconsider the application at an early date with a view towards issuing a favorable action thereon. If upon the review of the application, the Examiner is unable to issue an immediate notice of allowance, he is respectfully requested to telephone the undersigned attorney at (212) 895-1376 with a view towards resolving the outstanding issues.

The Commissioner is authorized to charge and fees required in connection with this submission to Deposit Account No. 50-0521.

Respectfully submitted,

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